Paarul Bansal

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Summary

I have spent 12 years in the world of technology, with the last few years focused especially on Agile Product Delivery and Management. The first half of my career was spent in hard-core development and in the later half, I took up techno-functional roles: as a Scrum Master, as a Product Owner, Agile Project Manager, primarily in the Media Measurement and Analytics Space.

I am a certified Six Sigma green belt professional and therefore, I am obsessed with incorporating lean methodologies where required. I have acquired certifications (Scaled Agile Framework certified) and intense training to be able to adapt to the changing landscape in product development lifecycle methodologies. While carrying out my managerial responsibilities, I also love to keep my hands dirty with some coding and learning about cutting edge technologies or new methodologies.

For me, working at an organization goes beyond a job title. I believe in diversity, inclusion, in building healthy professional relationships and most importantly, contributing to making the work environment fun. A product is only as fun as the team building it, after all!

In my free time, I learn folkloric Cuban dances, read, observe celestial objects with my telescope and play tennis.

Experience

Agile Product Owner

Phoenix Marketing International

Apr 2019 - Present (1 year 11 months +)

At a high level, the goal was to drive the delivery of a reporting and analytics tool, in the Audience Measurement and TV/Digital Brand Effectiveness space. In this role, I have been responsible for leading the backlog, roadmap, releases, dependencies, and proactively solving problems that might affect delivery or production performance. I worked directly with cross-functional leaders of Research, Design, Technology, Dev-ops, Product Leadership, UI/UX and Strategy

Responsibilities
- Led an Agile team by diving into the business requirements, writing Epics and User stories, planning, testing and releasing value to clients
- Facilitated feature prioritization sessions with the leadership; and then took those priorities to the team to help them streamline their workload
- Collaborated with technology peers and built product roadmaps and release plans aligned to the strategic goals of the organization, to showcase the timelines of the feature/value release to the users
- Demonstrated a solid understanding of the desired product's engineering aspects and the data science behind it, that let me earn the respect of outstanding engineers on my team
- Presented regular reports, KPIs and updates on overall status of the Product to leadership and stakeholders
- Presented a working demo of the Product every two weeks, as a part of the Sprint Review ceremony, to showcase the achievements of the most recent sprint/increment and to solicit immediate feedback
- Defined deployment, launch, UAT strategies to drive end-user adoption
- Worked with stakeholders to capture and prioritize UAT feedback; worked with Agile team to plan for this feedback-related work to be included in the future sprints

- Used Atlassian suite of products not only to maintain the backlog, but also to streamline communication across cross-functional teams

Product Owner/ Business Intelligence Analyst
GE Power

Nov 2018 - Mar 2019 (5 months)
The goal was to deliver a Big Data Analytics platform that predicted, based on a large volume of data, as to when an outage would likely happen at a GE power plant. Worked not only with the development team and key stakeholders, but also with Process leaders across the globe.

Responsibilities
- Worked with leadership to determine the high level requirements and break them down into epics, stories and tasks
- Worked with the database, product, technology teams to determine the feasibility of the requirements and define each work item accordingly
- Facilitated backlog grooming, sprint planning sessions to ensure continual delivery
- Created high level process diagrams that highlighted process inefficiencies at different geographical locations. and then proposed ideas to make the processes consistent and lean
- Created a detailed implementation plan, roadmap for the proposed changes, in collaboration with the Design and Architecture leadership
- Created a release/launch plan and facilitated smoke testing sessions post-deployment
- Worked with the legacy software leads to device a transition plan and feature-release strategy
- Organized UAT sessions to obtain immediate feedback
- Reported Metrics from JIRA boards, UAT defect analysis and Kanban, to the senior leadership

Product Owner/Senior Business Analyst
PwC

Aug 2017 - Oct 2018 (1 year 3 months)
I worked as a Product Owner for a building an in-house Sales Performance Management tool, and coupling it with Salesforce.

Responsibilities:
- Helped the team switch over from Water-Scrum-Fall (Hybrid) to lean scrum framework
- Wrote Epics, User Stories and collaborated with the Business Analyst and stakeholders to define 'Done' and help the Agile teams plan their Sprint
- Worked with Stakeholders to improve their engagement with the product, via more frequent releases and sprint demos
- Reported Sprint Burn Downs and helped prepare the product roadmap

Agile Product Owner/Senior Business Analyst
Nielsen

Jul 2013 - Aug 2017 (4 years 2 months)
I filled the 'product vacuum' in the role of a Product owner, while working on Total Brand Effect; which is a Nielsen solution designed specifically for advertisers, network clients and publishers to help analyze how their advertisement campaigns have performed.

Responsibilities

- As a Product owner, I worked with the stakeholders to establish the business priorities and created SWOT analysis for each high-level requirement. Also created 4-box analysis to define scope: 'Whats In', 'Whats Out', the 'Business Benefit' and the 'Operational Impact'
- Kept entire team (Business stakeholders, Dev/Ops, UX, Data Science, Architects, Developers) aligned using a Product Roadmap, presenting it regularly and updating it if need be; ensured the timelines are adhered to and tracked
- Ensured all Planning Increment priorities were organized into Epics, broken into features and further into User Stories and maintained a healthy product backlog
- Acquired in-depth understanding of legacy tools, apart from current business asks, in order to understand the magnitude of change management needed for helping users move from legacy systems to the new products
- Utilized FMEA and Fish-bone diagram techniques quite frequently to conduct root cause analysis.

Scrum Master/SAFe Agilist

Nielsen

Apr 2016 - Jan 2017 (10 months)

Responsibilities
- Nielsen decided to go fully agile at an enterprise level. This was achieved by employing a Scaled Agile Framework organization-wide. I was trained to serve as a SAFe Agilist and help transform my teams to fit into this model.
- Set up the year calendar by dividing it into 5 Planning Increments, each with 5 Sprints to ensure requirements were laid out and discussed a regular cadence
- Ensured that Agile ceremony definitions were understood by the team and stakeholders
- Created and maintained a project Kanban Board for each Planning Increment
- Set up daily Scrum meetings which involved sharing updated between team members at different geographical locations
- Set up backlog grooming and planning sessions so that the teams could work with the product to understand priorities and upcoming Sprints
- Set up Retrospective sessions to ensure feedback was collected along with recognizing action items and owners for those action items
- Helped introduce a three layer model (Portfolio Team, Program Team and Scrum Team) for each product in the vertical: Portfolio Team maintained high-level business asks, Program Team analyzed and broke those asks further and Scrum Teams were responsible for final implementation and testing
- Conducted workshops to help the teams understand how to use Agilecraft and JIRA to maintain requirements, dependencies and timelines
- Ensured the Sprint goals, priorities and timelines are well communicated and upheld
- Organized end-of-sprint demo sessions to showcase the work completed and to receive instant feedback for better product quality with each iteration
- Helped orchestrate the release train for various products under the same over-arching vertical
- Utilized FMEA and Fish bone diagram techniques quite frequently to conduct root cause analysis and to keep improvising

System Analyst

Tata Consultancy Services

Nov 2011 - Jun 2013 (1 year 8 months)

I worked for my employer's client: Nielsen, as a System Analyst for the Local TV Measurement project, where the focus was building a reporting tool that caters to the needs to the needs of clients interested in regional data measurement.

Responsibilities:
- Conducted Requirement gathering sessions with Business Partners, SMEs, Product Definitions team and preparing Engagement Proposal covering Need/Purpose, Scope of the Request, Gap Analysis, Risks
- Analysis of the Business Processes, working on Business Process Improvement and development of System Requirement Specifications (SRS), Functional Requirements & Technical Specification document
- Created prototypes along with the UX and the Business Leadership team, using Excel and Axure
- Prepared System Requirements Specification(SRS), User Interface Specifications Document and Functional Specification Documents/Technical Requirements Document
- Worked closely with technical teams about the feasibility of business requirements and prioritization of requirements on release basis
- Reviewed the Master Test Plan and Test Strategy Document and conducting the end to end UAT with Business Stakeholders
- Coordinated and conducted User Acceptance Testing (UAT) and kept track of daily and weekly fixes till the successful launch of the application

tcs Software Developer
Tata Consultancy Services
Oct 2008 - Aug 2011 (2 years 11 months)
Was hand-picked from a batch of 500 trainees to work on special 'incubator' projects, based on my merit in competitive code-writing and problem solving. Worked as a Lead Developer on building a cloud-based Online Assessment solution. This tool ran off of a load-balanced data center and could support up to 500 remote Test environment, which in turn could support up to 500 nodes on public infrastructure. Later, I was involved in the pre-sales team to run demos and take this product to the potential clients. As of today, this tool has top Business schools as its clients and has revolutionized the Online Assessment world.

Responsibilities:
- Worked on a team to create POCs for different modules of the envisioned product and reviewing it with stakeholders
- Implemented the approved modules using different approaches to attain the most efficient solution. Worked with JAVA, J2EE, front-end development technologies and DB technologies
- Participated in pre-sales meeting to present the product to potential client
- Ran client demos at client locations to show how the product worked on their infrastructure

Education

🌐 SYMBIOSIS INTERNATIONAL UNIVERSITY
Bachelor of Computer Applications, Computer Programming, Specific Applications
Learnt about various Programming Languages and learnt to build scale-able and robust products, System Analysis & Design, Financial & Cost Accounting and Quality Assurance were my favorite subjects. The course also focused heavily on Mathematics, Statistics and Data Analysis.

Licenses & Certifications

British English Certificate (Higher) - Cambridge Assessment English

Certified Six Sigma Green Belt - ASQ - World Headquarters

SAFe Agilist - Scaled Agile, Inc.

Lean Problem Solving - Udemy

Product Management Fundamentals - Institute of Product Leadership

Advanced Product Management: Vision, Strategy & Metrics - Udemy

Machine Learning, Data Science and Deep Learning with Python - Sundog Education

Skills

Product Management • Agile Project Management • Scaled Agile Framework • Agile Methodologies • Requirements Analysis • Requirements Gathering • Scrum • Python (Programming Language) • Lean Six Sigma • Business Communications